

**Amendments to the Specification:**

Please replace the paragraph beginning on page 9, line 20, and continuing through page 10, line 4, with the following amended paragraph:

There is a lamp or the illuminating means provided on an underside of, and hidden behind, the lamp duct 213 of the lamp cooling duct 200. The projection type display device 1 operates schematically as follows. Namely, light emitted from the lamp as the illuminating means is modulated by light valve means ~~not shown~~ shown as reference sign 999 in Figs. 4A and 4B, for example, provided on an inside of an optical engine portion 6. The light then travels through the projection lens 10 as the projecting means before being projected as an image onto a screen (not shown) or the like on an outside of the display device 1.

Please replace the paragraph beginning on page 10, line 5, with the following amended paragraph:

The optical engine portion 6 includes the following components. The components specifically includes: an illuminating optical system (not shown) irradiating the light valve means (999 in Figs. 4A and 4B) with light emitted from the lamp (not shown) as the illuminating means; the light valve means ~~(not shown)~~ (999 in Figs. 4A and 4B) forming an optical image by carrying out optical intensity modulation, in which the light irradiated by the illuminating optical system is converted to a corresponding shade of gray of light for each pixel according to an image signal; and the projection lens 10 as the projecting means projecting the optical image in an enlarged scale. In FIG. 2, the optical engine portion 6 uses three liquid crystal panels as the light valve means.